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Intellectual Capital for  
Communities  
In the Knowledge Economy

# Intellectual Capital for Communities in the Knowledge Economy Emerging Worlds, Growing Intangibles



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Intellectual Capital for  
Communities  
In the Knowledge Economy

# Leonardo European Corporate Learning Award and current challenges for Young Europeans

**Günther M. Szogs**





# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Leonardo***
  - cause he symbolizes a positive solution to defragmentation in learning and knowing
- ***European***
  - A change in European mindset needs to be based on common understanding of the quest
- ***Corporate***
  - Cross-fertilization of corporate learning with society has been underestimated in its specific responsibilities
- ***Learning***
  - As a prerequisite of understanding
- ***Award***
  - Outstanding people to represent the spirit



## ***Presstalk 2012 with laureates***

## ***Leonardo – Ambassador- Bach-fugue***





# Leonardo European Corporate Learning Award and current challenges for Young Europeans

## *The role of Intangibles in the award principals:*

- „Leonardo da Vinci gives an unprecedented example of transcending old disconnected schools of thinking in arts and sciences by producing excellent works full of insights, empathy and passion. They were most competitive as well. That is why he gave name to the prize.”
- The award goes to personalities with special achievements and outstanding merits in educational processes of great impact.



# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Leonardo “Thought Leadership”***

**focuses on contributions of tremendous intellectual value to help understand better *how we are***

**“learning to know, learning to do, learning to live together and learning to be”.**

***UNESCO s four pillars of learning in the 21<sup>st</sup> century***



# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Leonardo “Company Transformation”***

**awards personalities identified with the implementation of an holistic approach of innovative thinking in concrete areas of “Corporate Learning“ other companies and trades feel inspired by.**

**This may be in regard to knowledge- and talent management, knowledge partnerships, training and e-learning concepts, lifelong learning combined with merits in Corporate Social Responsibility (CSR) and intercultural cohesion.**

# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Leonardo “Crossing Borders”***

**puts emphasis on outstanding  
new developments that provoke  
fundamental challenge of  
predominant mind-sets with  
effect on corporate learning**







# Leonardo European Corporate Learning Award in context of challenges for Young Europeans

## ***„Lost Generation“ – what to do ?***

- **Berlin Summit in July to boost a 6 billion programm for unemployed youth**
- **Bilateral programs leveraging vocational training (Spain – Germany)**
- **Youth Guarantee, European Job Days by EU**

**BUT:**

**Traditional Recruiting and Employment Strategy**



# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Challenge to overcome cultural barriers***
  - No recipes but mutual welcoming culture (Hussel attitude)
  - Involving participants as partners not just as workforce
  - Young people inviting each other (snowball effect)
- ***Historical European programmes***
  - 45 years CEYE (Community Education of the Young European) reconciliation, education, societal innovation – ahead of time
    - <http://www.friendsreunited.co.uk/about-ceye-leaflet/Memory/198dbf0a-cd8f-4f08-b2b8-a0ac001b4d1d>  
<http://www.bbc.co.uk/dna/memoryshare/southyorkshire/A34019985>
  - 25 years Erasmus till 2013
    - Careers for Young European Intellectuals
    - What about the others?



# Leonardo European Corporate Learning Award and challenges for Young Europeans

- ***Leonardo focuses on crucial but neglected issues***
  - **Corporate Learning as integral component for true flexicurity**
  - **Attitude of inclusiveness, daring, respect and enthusiasm to be nourished**
  - **Overcoming narrowminded national perspectives**
  - **Creating a narrative of productive togetherness**



# Leonardo European Corporate Learning Award and challenges for Young Europeans

## *Leonardo Spirit reflected in deeds of laureates:*

- **Jacques Delors**
  - 4 pillars of Learning as integral part of Learning in 21st Century (Unesco: Treasures within)
- **Jimmy Wales**
  - acknowledge of knowledge: Contribution by people regardless of academic title and access by all (Wikipedia)
- **Drs. Stoll**
  - „Corporate Educational Responsibility“ since decades deeply implemented in company s principals (Festo) and lived by.
- **Sugata Mitra**
  - Imaginative coupling of disfragmented sources of intellectual potential („hole in the wall“ and „granny cloud“)



# Leonardo European Corporate Learning Award and challenges for Young Europeans

## *Laureates 2013*

- **Professor Dorothy Leonard**
  - “Wellsprings of Knowledge: Building and Sustaining the Sources of Innovation” and “Deep smarts: how to cultivate and transfer enduring business wisdom”
- **Nick van Dam**
  - Technology based future learning in light of essential values: e-Learning for kids foundation
- **Garry Copitch**
  - Peoples Voice Media
  - new social networking media by giving voice to disenfranchised citizens



# Leonardo European Corporate Learning Award and challenges for Young Europeans

## *Leonardo as platform to promote new understanding*

- Laureates as prominent voices
- Ambassadors as leading figures of Intellectual Capital
- President of EU Parliament Martin Schulz and German minister of education Johanna Wanka as patrons
- NCP as singular partner
- Interrelating IC issues among politics, business, academia and creatives
- „Camp“ as tool to create a narrative and to stimulate and encourage schemes in the Leonardo spirit









# Leonardo European Corporate Learning Award and challenges for Young Europeans

***YOU are invited !***

**Suggest Laureates and Narratives for  
Leonardo European Corporate Learning Award**

**Thank YOU !**

**Günther M. Szogs  
[www.leonardo-award.eu](http://www.leonardo-award.eu)**

